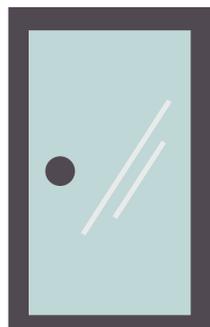


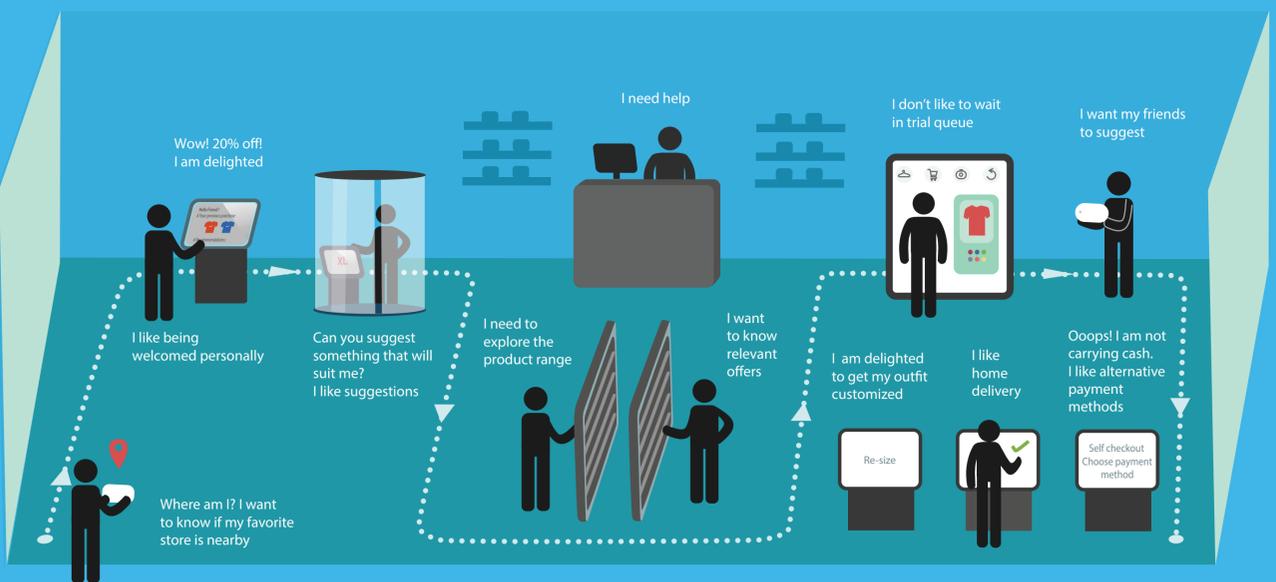
# Apparel store of the Future

Millennial customers have unique fashion sensibilities and navigate effortlessly from brick and mortar stores to multichannel and omni-channel shopping experiences. Brick and mortar stores can no longer rely on product, price, and mass promotions to attract savvy buyers. Does it mean the end of in-store retailing?

Infosys conducted a survey to better understand how shoppers visualize the apparel store of the future. The results reveal that tomorrow's retail store will not only be a point of purchase, but also act as an experiential learning center. Consequently, personalization will be its key feature. To achieve the desired level of personalization, every step of the customer journey must be evaluated as 'Need-Want-Like-Delight' touchpoint. While 60% of the retailers' focus should be on satisfying the buyers' needs and wants, 40% of their attention should be on the 'like' and 'delight' elements, which serve to pleasantly surprise customers, and boost brand loyalty.



## Focus on 'Need-Want-Like-Delight' touchpoints for a better customer experience



## Know the customer

Brick and mortar is the foundation for all forms of retailing

84%

respondents prefer visiting the store as primary channel of engagement

16%

respondents choose website, mobile app and social media pages

While in-store retailing will continue to exist in the future, its form will evolve with increasing consumer interaction touchpoints and higher personalization

Personalization is the future

Elements of personalization need greater improvement, as compared to store attractiveness, product display, and ability to find desired products



Augmented reality as store finder



iBeacon proximity promotion



Digital kiosk with personalized welcome message; swipe loyalty card to display customer information, recommendations based on previous purchase and anticipate customer needs for present purchase

## Product Discovery

Play to strengths

Product variety, pricing and offers, and customer service are key considerations in apparel purchase decision

Help the right way

Store representative's ability to identify customers and service request within satisfactory time are more important than factual knowledge about the merchandise



Augmented reality as shopping assistant



iBeacon and IoT to know personalized offers



Full body scan to suggest outfits according to body fit



Endless aisle / digital shelf to explore product assortment



Wearable devices for 3D modeling

## Trial

Overcome weaknesses

Trial and alteration queue management are key improvement themes; long queue leads to loss of sale

Customer insights as competitive edge

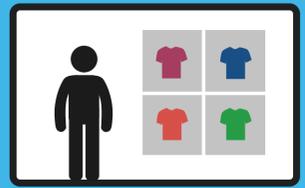
Innovation in fitting rooms not only enhances customer experience, but leveraging customer data also enriches retailer's database on customer preferences and improves in-store inventory



Virtual fitting rooms to avoid waiting in queues



Share and receive recommendations on selected merchandise



Order to customize based on customer's preferences

## Checkout

Is it worth the wait?

50%

respondents would like to receive their shopping bill via e-mail

Average waiting time in queue is 4 minutes on weekdays, 10 minutes on weekends, and 18 minutes during end-of-season sales

Power of self-sufficiency

54%

respondents agree that self-checkout kiosk & alternate payment will enhance shopping experience

New payment methods, such as Apple Pay, Mobile wallet, NFC Payments, offer easy and private ways for faster checkout

Ship from store

Reserve or buy online

Return in store

Flexible ordering and fulfillment capabilities

Pick up in store

Ship to store

Order in store



Digital wallet for convenient order processing



Self-scan and mPOS for faster checkout



Share experience or feedback on social media

The future of retail is being shaped by customer expectations. With increasing technological convenience, the real challenge for retailers is to identify interaction touchpoints in their customers' journey and meet the growing expectations by building their process and technology capabilities. This can be achieved by going beyond basic needs, and moving up the 'like and delight' value stream.